

MARBLE
IN
SEMI-PUBLIC BUILDINGS

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M A R B L E
I N
SEMI-PUBLIC BUILDINGS



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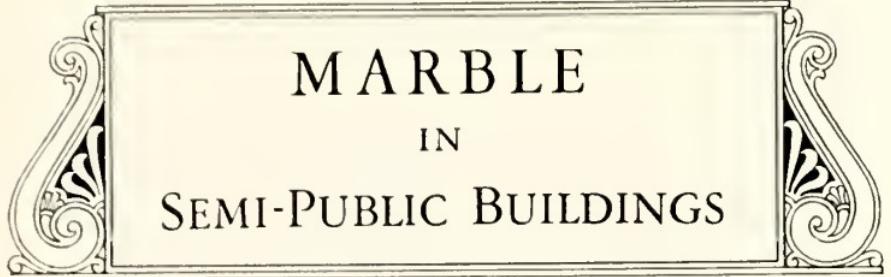
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The beauty of marble is inimitable; its rich colorings and smooth texture are unobtainable in any other structural medium.



MARBLE IN SEMI-PUBLIC BUILDINGS

IMPRESSING THE THEATER PATRON

IN the shadow of the Acropolis, imposing even in decay, stands the Theater of Dionysus, magnificent monument to drama in the Golden Age of Greece.

An impressive memorial

Just as the superb writings of Sophocles, Æschylus, Euripides, and Aristophanes are regarded today as the loftiest expression of literary genius, so is the nobly proportioned Greek theater one of the most impressive memorials of ancient architecture.

The Greeks built their theaters into the side of a hill, so that each receding tier of seats might be raised above the other. Performances were given in the daytime, of course, and there was no need of illumination; and because the weather in Greece



Striking in color and texture.

is mild and largely clear, there were no roofs. As in their sculpture and other great architecture, the Greeks made considerable use of marble in their theaters. The first few rows of seats were almost always of this material and were reserved for people of distinction.

Romans added the arch

Roman genius for construction added the arch; and, using it as a support, they were able with the aid of concrete and masonry to build their theaters wherever best suited them, absolutely in-

dependent of hillsides or other natural aids. With the Romans, of course, the theater became very lavish in its luxurious equipment. Elaborate decorations and embellishments were added, gold and marble being resorted to freely, as well as fine textiles; and it is interesting to recall that they employed a cooling system in effect not unlike present-day refrigeration in our own amusement palaces.

The achievements of the ancients, and the laws of beauty and proportion they discovered, have by no means been lost in the sometimes deplorable fads and fancies of modern life.



Marble adds richness and tone.

Very reasonable in price

Marble, the esteemed building material for theater in the Classical age, is regarded as quite the finest for the modern theater. Today, however, highly improved means of quarrying, working and distributing this choice material have made it procurable at prices that are astonishingly reasonable.



Marble is distinctive.

Marble imparts dignity

Marble in the lobby of a modern theater is almost a *sine qua non*; it adds a tone of dignity in keeping strictly with the tradition of the drama. It is the accepted material for floors and wall linings; and other decorations on the walls, if not desired, are absolutely unnecessary. Beautifully grained marble is in itself the most pleasing interior that could be imagined.

An installation of marble will last a lifetime. It

is easily cleaned, germ-proof and impervious to moisture. The initial cost is low enough to make it the most satisfactory material on the market today for manifold uses within the theater. This being an age when motion picture houses take on the luxurious appointments of a monarch's palace, the uses of marble, most aristocratic of all stones, are legion.

Readily procurable

Marble may be procured in such a wide range of colors that, no matter whether the interior is developed in a very simple style or planned in the most ornate manner, there is a definite marble treatment that exactly suits the scheme. The polished surfaces of the stone are translucent, diffusing all the available light without unpleasant glare—an admirable supplementary feature of the concealed illumination of modern theaters.



Marble is pleasing.

MARBLE IN SCHOOLS, COLLEGES AND DORMITORIES

The little red schoolhouse, where tradition has it that the three R's were taught so thoroughly, now exists largely in song and story.

Spartan methods abolished

And it is true that a few exceptional scholars developed from the Spartan pedagogy of sixty years ago, spelling every word known to the English language. No one argues that widened curricula and increased facilities for work and for



Marble retains its finish indefinitely.



Marble stairs are safe.

play are going to cripple the production of such prodigies.

Certainly, you hear little in this day and age about students wanting to stay home from school or refusing to go to college. The reason is that school is now such a delightful place to be, with all its opportunities to learn to do things just as they are done in life—with all its recreational equipment—that it is actually a hardship to stay away.

Requisites of construction

Architecturally, education is just as truly a science



Marble is easy to keep clean.

as it has become in classroom instruction. The school building of today must be constructed according to certain specifications as found practicable by great engineers. There must be the proper ventilation, the correct temperature and humidity, the right amount of light, a certain seating arrangement—and so on. None of the old, haphazard building methods, where economy was the only consideration, exist today.

This does not mean that the builder of schools ignores the economy angle. No, for figures along this line also have been worked out by experts. The contractor today exercises the utmost care in the selection of materials. He is spending the



Floors of marble are beautiful—and durable.

public money, and is held strictly to account for every penny.

Sanitary and economical

For this reason in modern schools there is a steadily growing tendency toward the use of marble. Certainly it is one of the most sanitary of materials—one that insures a clean-looking school building under the most trying weather conditions. When its cost and the cost of maintenance are considered together, marble is the most economical of all available finishing materials.

It takes every character of polish from a dull gloss to a brilliant luster and with only reason-

able care it will retain this finish for all time. Marble also resists stains and discolorations.

Stains easily removed

Whenever the atavistic tendency to use a jack-knife becomes dominant in the schoolboy, he finds that the jack knife, not the marble, suffers as a result, and vandalism is soon discouraged. The more common wall smears from the soiled hands of pupils as they pass through the corridors or traverse the stairs, are inconsequential when marble wainscot is used. They are readily removed with a damp cloth.

The uncommon amount of wear brought about by thousands of energetic young feet is always a source of amazement; but floors of properly selected monotone marble resist wear like iron. Because of their neutral tone they do not readily show the mud and dirt accumulations during inclement weather.

The ideal material

For school lavatories, shower baths, and swimming pools, marble is the ideal material. It is sanitary, germ-proof and non-absorbent. In toilet stalls it is structurally self-supporting, even in thin slabs; and it has a durability that insures a

lifetime of service. It is absolutely non-odorous, and it will not peel or lose its color with age.

These same manifold qualities recommend marble for use in dormitories. There an imposing, but at the same time warmly hospitable, atmosphere must be maintained. The colorful tints of certain marbles in variegated shades are admirably suited for this purpose.



Marble is ideal for lavatories and showers.



Marble is symbolic of divine mysteries.

THE RELIGIOUS STRUCTURE DEMANDS MARBLE

True principles of application

"Marble belongs to churches. It is the use of marble in churches throughout the centuries that establishes the controlling principles of its correct application, and it is the architectural unity, structural honesty, and artistic fitness of these monumental buildings that are our best corrective when vagaries of fancy or meaningless elaborations of ornament turn to a trivial or base use of this classic material."

"Buildings erected to the glory of God have

called forth the highest forms of architectural art, painting and sculpture. They stand for the creeds men live by and the symbols they employ, express all the sacrifice, all the service, all the poetry, all the pain of the universe and the soul history of the artists who have wrought these spiritual values. It is this oneness of sign and sentiment and not the deliberately preconceived effect of coldly calculating plan that explains why a panorama of church interiors display the most glorious settings the world has to offer of marble, the greatest material in the world."



Marble inspires devotion.

A noted church architect

These are the words of a noted church architect of Chicago, Henry J. Schlacks. He has lived with his subject and, with delicate perception, has realized its finest nuances.

Because the gauge of all worthy ecclesiastical architecture is that its interior decoration must have meaning—that it must carry a message that is coherent, forcible, worthy; and because no other material found upon the surface, or beneath the surface, of the earth is so rich in expressing the glory of the All-Highest and the sublimity of His power, marble has been the overwhelming choice for religious structures since the days of King Solomon and his temple.

No hard and fast rules

"There is no formula" (and again we quote Mr. Schlacks) "for the use of marble in churches. There is no rule for the acquisition of taste and good



Such colors cannot fade.

judgment, but one cannot go wrong who realizes that a permanent building material of great beauty imposes a sense of sound construction, good design, simplicity, and honesty and all the virtues of general appropriateness."

There is nothing make-believe—nothing transient—about marble. Its inherent beauties are never garish; its translucent surfaces are never harsh or bizarre. It blends softly with the spirit of devotion; it is symbolic of divine mysteries and melodies.

Qualities of marble

Marble has, too, certain qualities that make it, for ecclesiastical construction, the most practical and the most economic of interior finishes.

As a flooring it is non-slip, quiet and long-wearing.

For wall wainscot, altar rail, pulpit and reredos it has a beauty of texture and surface that is unsurpassed.

Marble diffuses all available light, eliminating all annoying glare.

It has excellent acoustical properties.

Finally, its cost is moderate; its maintenance is practically nothing and it is easily kept clean.

APARTMENT DWELLERS APPRECIATE CULTURAL SURROUNDINGS

Apartment dwellers are critical

When John Howard Payne wrote his immortal lyric, he did not intend his touching sentiment, "Be it ever so humble," to apply to the modern metropolitan apartment house. The average apartment seeker is much more critical than he would be if he were thinking of building—or even renting—a home.

He invariably gives careful consideration to the external appearance of the building, its approaches, and the general character of its entrance lobby, corridors and elevators. Uppermost in his mind



Marble saves decorative expense.



Marble has a universal appeal.

is the question, "What impression will this make upon my friends?"

The apartment house builder and his architect, with this fact in mind, are convinced that money spent on materials that give to the court, lobby and halls an air of exclusiveness and refinement, is a most profitable investment.

Choice of materials

The question, then, resolves itself simply into the choice of proper materials that will lend themselves most readily to rich decorative effects of intrinsic elegance. From a practical standpoint—and after all an apartment house is a utilitarian



Marble is exceedingly adaptable.

institution which must be made to show a reasonable return for its cost of construction and maintenance—the material best suited for such purposes must be moderately priced and readily procurable. It must be strong, durable and practical; adaptable to any architectural style or decorative scheme; and yet be uniquely distinctive. Having these, it would seem almost too much to expect it to have any further qualities; yet there is a material which possesses all of these virtues and more! That is marble, the choice of the ancients—prized by the Greeks above all other stones for their sculpture and architecture. For centuries it has been identified with the finest of buildings, yet today it is obtainable at surprisingly low



Marble is always in good taste.

prices—commending it to the consideration of the builder even in cases where the most stringent economy is incumbent.

Cheapest interior finish

And when its other qualities are weighed—its durability, versatility, strength, resistance to fire, ease of cleaning, translucence, and wide range of color—it is conceded to be the cheapest adequate material for interior finish. A marble-lined lobby needs no supplementary decoration to enhance its beauty—and this fact is in itself a great saving. Marble takes any character of polish, from a dull gloss to a brilliant lustre, and retains both its sheen and its color under hard wear.

Marble needs little attention

Marble is a permanent option on beauty; it imparts an air of dignity to the establishment, and is always in good taste. The cost of maintenance is negligible and only the simplest, most ordinary attention need be given to keep the walls, corridors, lobby, and entry way in the glistening "pink of perfection."

In this era of apartment house homes—when the families of greatest culture and means are giving up their magnificent ancestral abodes—it behooves the apartment house builder to put into his edifice those materials which will be on a par with the quality of the old private residences.

Marble in the lobby is one of the best rental agents that can be employed, imparting a prestige to the establishment and helping to fill it with highly desirable tenants.



Marble gives prestige to the lobby.



A pleasing first impression.

MARBLE IN HOTELS

The traveling public of today is a highly critical one. While it may put up with certain inconveniences at home, it will accept no compromise in the hotels at which it stops when away from home.

Value of first impressions

And first impressions can make or break a hotel quicker perhaps than any other one feature. Your modern hotel man is well aware that the visitor

senses immediately upon his entrance into the lobby the character and distinction of the establishment.

A marble-lined lobby and a marble floor are absolute guarantees of a happy psychological effect upon the prospective guest; and the cost of this preferred material is surprisingly moderate. In fact, when the maintenance cost over even a moderate number of years is taken into consideration, it is actually the most economical of all interior finishes; for marble is adaptable to any architectural style or decorative plan, as well as being in itself a decorative medium second to none, with-



Individuality is possible with marble.

out any other supplementary embellishment.

Takes high polish

Marble takes any character of polish, from a dull gloss to a brilliant luster, retaining both its polish and its color under the most trying conditions. Its beauty is imperishable and its use always in the best of taste. As a floor material marble is non-abrasive and has definite non-slip qualities; for wainscot or counters it has a charm of texture and surface that is unsurpassed. It diffuses all available light, creating cheerful non-glare illumination that is most grateful to the eye.



The beauty of a marble wainscot.



Such a lobby is dignified.

Marble is readily procurable in any quantity and in reasonably sized slabs. It is easily worked and kept clean with a minimum of effort. Washing is all that is required. Its hard surface keeps it from becoming scratched or stained by the carelessness of vandal patrons.

Adds to individuality

Whether or not marble construction is desired throughout the lobby, the individuality of the hotel will be wonderfully enhanced by a bubbling fountain, a graceful urn, a skillful piece of sculpture, a mantelpiece over the fireplace or a frieze along the wall.

The entering guest is impressed, intangibly but powerfully, just as he would be by an impelling handshake or an infectious smile upon a first introduction.

The memory lingers pleasantly long afterward.

For the impressive lobby, the threshold to success in hotel management—choose marble.



A marble fountain enhances the beauty.



MARBLE IN FRATERNAL BUILDINGS

Influenced by tradition

Fraternal organizations, dating back, as many of them do, for centuries, naturally wish to impart to their buildings an air of dignity in keeping with their glorious traditions. They strive to construct today what will be worthy monuments to their organizations 100 years hence. Fraternal groups are the creations of man's better nature; and they deserve buildings of noble proportions and rich appointments.

Marble is the logical building material for the purpose, belonging as it does to the ages—antedating even the Temple of Solomon as the preferred structural medium of antiquity. Since our present-day secret brotherhoods define their precepts in ancient characters, marble—the favorite medium of the ancients—is the appropriate choice.

Marble is alive, vivid

While dignified, it is not austere; it is warm and hospitable, inviting to a remarkable degree. It is alive, pulsating, colorful; and yet its classic simplicity will always commend it above other materials for fraternal buildings. For the lobby and the lounge, as well as the ballroom, library, swimming pool, locker rooms and showers, marble has certain inherent qualities that make it superior as an interior finish; and it is easily procurable in variegated colors to suit any interior decorations—or it is adequate as it stands, without further embellishment.

Long wear; germ-proof

A marble floor will outlast the building. The constant shuffle of shoes has little effect upon marble, for its polished surface is extremely hard and impervious to ordinary abrasions. The careless scratching of a match will leave no tell-tale mark.

Marble walls and floors are practically germ-proof, and are so easily kept clean, with a moderate application of pure soap and warm water, that they are the joy of the management in any semi-public building.

In the lounge of any fraternal building a fireplace is a welcome adjunct. Marble fireplaces create an air of comfort and hospitality, at the same time adding greatly to the dignity of the interior. To the directors, management or personnel of a fraternal building, the bane of whose existence



Marble is alive, pulsating.



Marble requires no embellishment.

has been in the past the necessary spring and fall cleaning of heavy rugs and tapestries in lobby or lounge room, the employment of marble is a most welcome economy and a labor saver.

Low cost of upkeep

Marble costs no more than other less satisfactory materials; in fact, when the practically negligible maintenance cost is taken into consideration, it is in the long run much cheaper. No more economical step can be taken, before planning a new fraternal building, than to consult a reliable architect as to the advisability of using a generous amount of marble in the construction.

ON the following pages are depicted several additional views of representative marble installations.

There is No Substitute for Marble



Marble Stairway, Gumbiner's Tower Theater, Los Angeles.



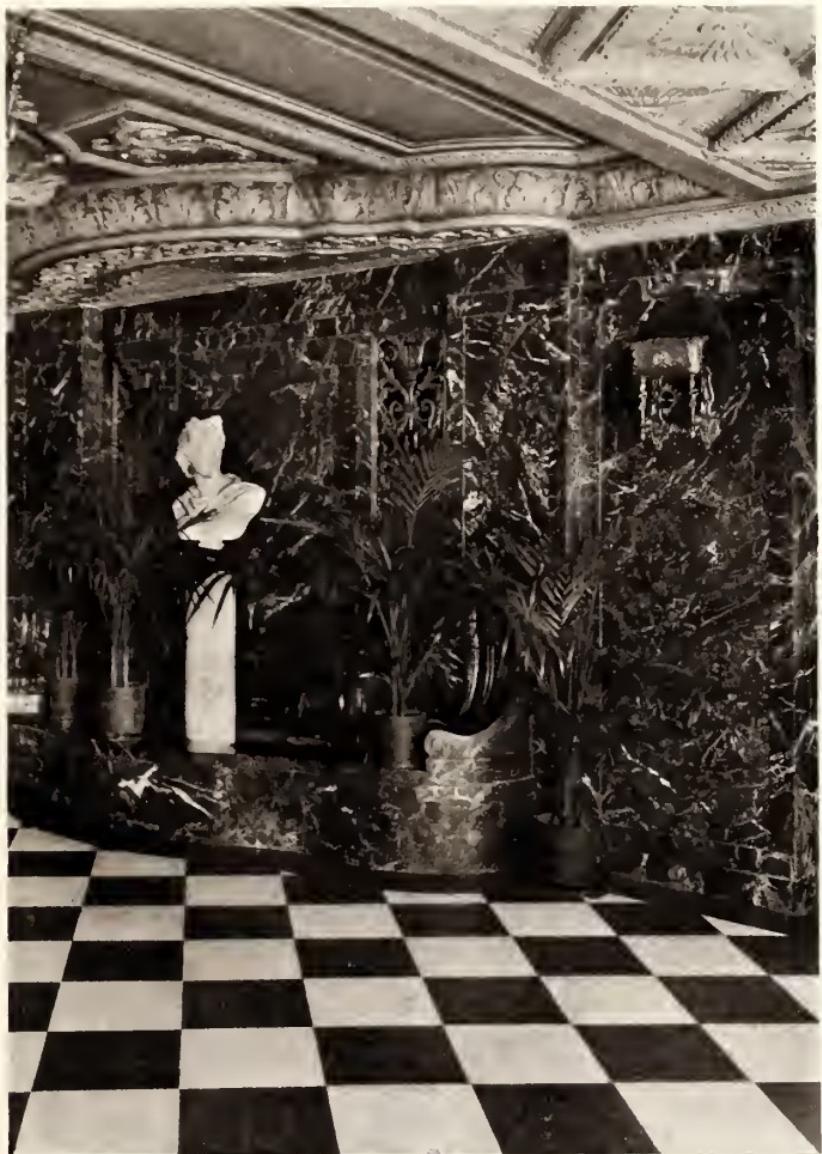
The outer lobby of the Roxy Theater, New York.



In the foyer of the Roxy Theater, New York.



Lobby of the Majestic Theater, Dallas.



Corner of Michigan State Theater, Detroit.



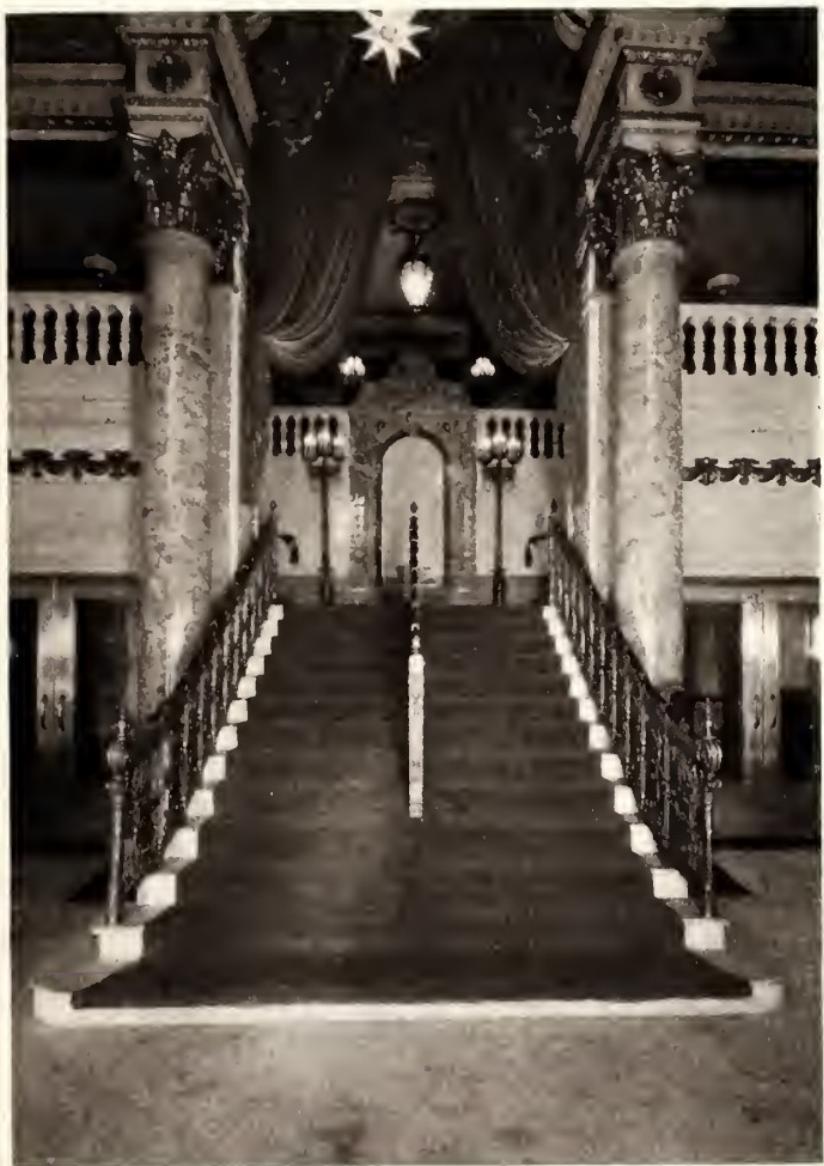
In the lobby of the Paramount Theater, New York.



Corner of grand hall, Keith Theater, Cleveland.



Stairway in the Rialto Theater, Omaha.



Grand stairway, Gumbiner's Tower Theater, Los Angeles.



Elevator hall, Marygrove College, Detroit.



Entrance foyer, University of Minnesota Library.

MARBLE IN SEMI-PUBLIC BUILDINGS



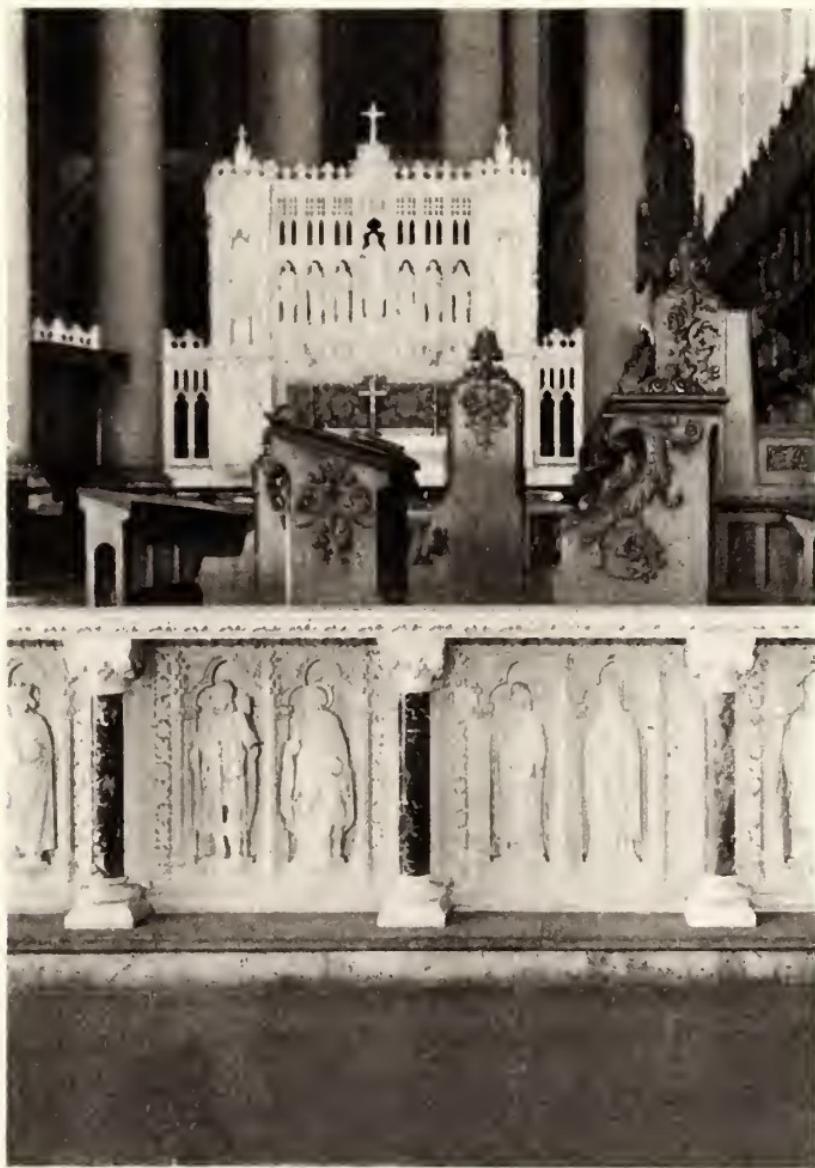
Literary Building, University of Minnesota.



Basement, Libbey High School, Toledo, Ohio.



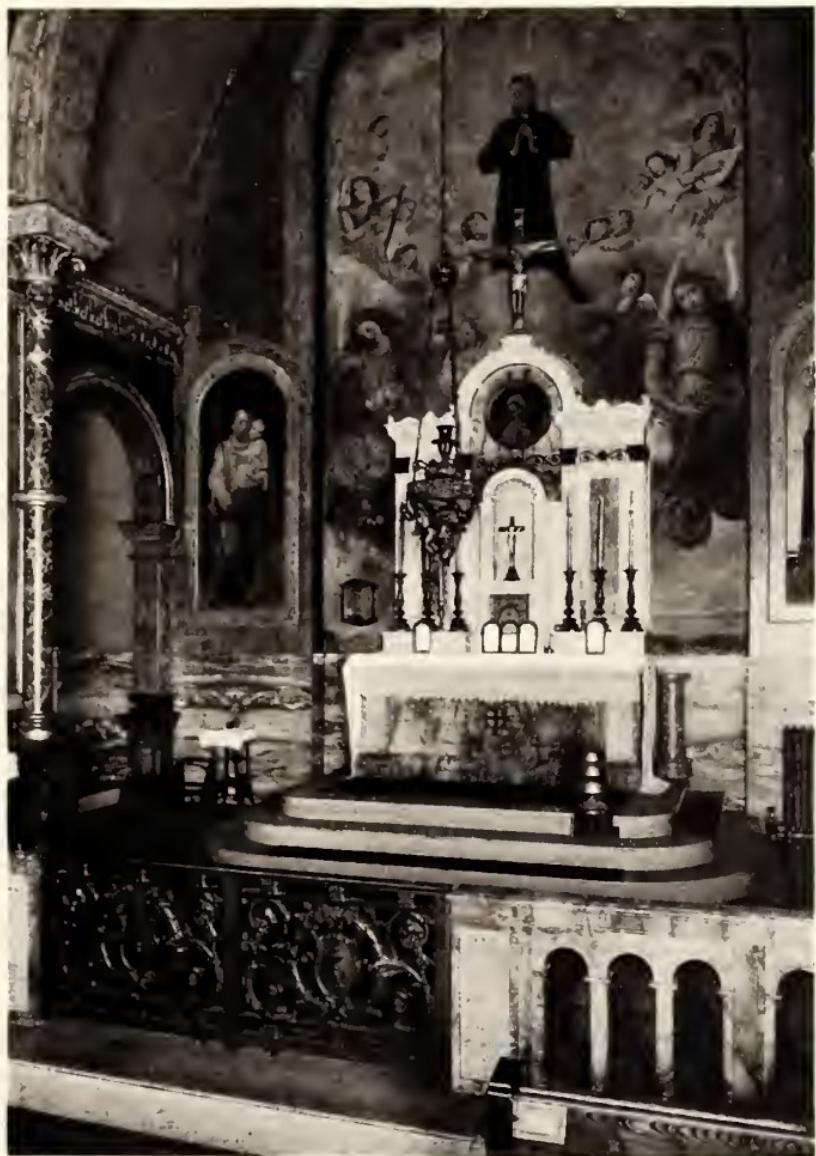
Stairway and corridor, West Philadelphia High School.



In the Cathedral of St. John the Divine, New York.



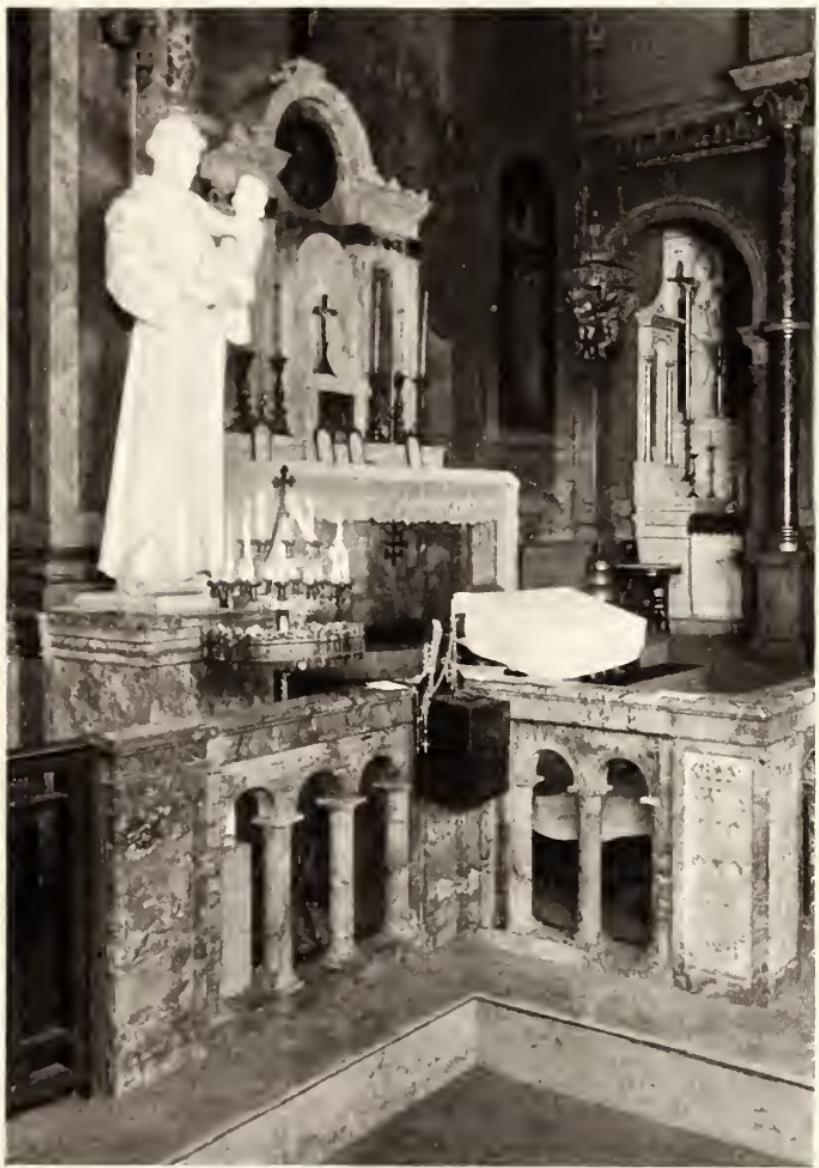
In the Holy Redeemer Campanile, Detroit.



Altar in St. Aloysius Church, Detroit.



An unusually rich pulpit treatment.



At the left of the altar, St. Aloysius Church, Detroit.



Elevator lobby, Aquilla Court Apartments, Omaha.



Dolphin fountain in the Palm Court, Mayflower Hotel, Washington, D.C.



Detail of lobby wall, Book-Cadillac Hotel, Detroit.



Lobby of the Hotel Radisson, Minneapolis.



Registration desk in the former Hotel Caswell, Baltimore.



Portion of Palm Room, Hotel Statler, Buffalo.



Figure fountain in the Mayflower Hotel, Washington, D.C.



A niche in the Elks Memorial Building, Chicago.



A side corridor in the Elks Memorial Building, Chicago.



Outer lobby, Masonic Temple, Indianapolis.



Main lobby, Masonic Temple, Indianapolis

